

ABSTRACT

5 The present invention is an online publishing management
system and method that includes at least one advertisement
computer means for storing an advertisement file; at least one
article computer means for storing an article file; and a
publishing management server computer. The publishing
management server computer includes user interface means for
10 receiving data from and sending data to user, database means
for storing a plurality of database tables, and processing
means. The database tables include an advertisement table
having a plurality of advertisement records, each
advertisement record having information regarding an
15 advertisement file stored on an advertisement computer means;
an advertiser table having a plurality of advertiser records,
each advertiser record having information regarding an
advertiser associated with at least one advertisement file
stored on an advertisement computer means; and an article
20 table having a plurality of article records, each article
record having information regarding an article file stored on
an article computer means. The processing means is adapted
to generate a plurality of reports as a function of one or
more of the database tables; allow a user to input, via the
25 user interface means, criteria for generating the reports;
provide the reports to a user via the user interface means;
and allow a user to enter or modify, via the user interface
means, records in any of the database tables.